

LWC

JUNE, JULY & AUGUST 2023



Don't forget it's
World Gin Day
on 10 June!

BUY ANY 2 AGNES ARBER GIN
RECEIVE ONE CASE OF
MARLISH ENGLISH TONIC **FREE**

SPIRITS p24
The Rum Revival:
The Rumbings
Finally Come True!

SPIRITS p50
Celebrate National
Tequila Day With
a Lesson in History

BEER p70
Tap into World Beer
Success this
International Beer Day



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JUNE, JULY & AUGUST 2023

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Not all products are stocked in all depots. There can be up to a 2-week lead time.

Key Dates For Your Diary

June

3rd FA Cup Final
10th World Gin Day
10th UEFA Champions
League Final
11th Soccer Aid for Unicef
15th National Beer Day
18th Fathers Day

July

1st-23rd Tour de France
8th The Strongman Classic
9th F1 British Grand Prix
16th Wimbledon Finals
24th National Tequila Day
25th National Wine
and Cheese Day

August

1st Albariño Day
4th International Beer Day
13th National Prosecco Day
16th National Rum Day
18th Pinot Noir Day
25th-27th Silverstone
Festival 2023
28th Summer Bank Holiday

TERMS AND CONDITIONS

Promotional offers apply to all orders delivered between 1st June and 31st August 2023. All prices quoted are exclusive of VAT. All advertising promotions and their participating products are subject to availability and to any duty change. LWC Drinks Ltd reserves the right to amend, vary, suspend or terminate any promotional offers without prior notice. All promotional offers are subject to LWC Drinks Ltd's own normal trading terms and conditions of sale.

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All products included in this brochure are exempt from any LWC Drinks Ltd investment package write-off due to the nature of the low net prices. The term 'case' in this brochure refers to the standard case size for the product in question. Some calls, both incoming and outgoing, are recorded for training and monitoring purposes, resolution of invoice disputes and/or any other business purpose that is permitted by applicable legislation. Calls will not be recorded if a debit/credit card number is being taken.

PHOTOSHOOT: THE BARN AT SCORTON

For this brochure's wine photoshoot, we visited another customer, but this time based in the picturesque village of Garstang near Preston: 'The Barn at Scorton'. Situated near Nicky Nook in the forest of Bowland, this venue is the perfect place to start or end a leisurely walk with some amazing views alongside their delicious menu offering.

The venue itself is framed with beautiful oak and is flooded with plenty of natural light and has an incredible outdoor seating area for over 200 guests. Their recently redesigned menu offers a wide variety of dishes to whet your appetite and tickle your taste buds, from hearty sandwiches through to their grill menu. Or pay a visit on Sundays to enjoy an extra special roast dinner featuring the very best homemade monster Yorkshire puddings and all the trimmings! Don't forget to make time to visit their gift shop with an array of beautiful trinkets to purchase and the garden centre which is alive with a massive variety of plants to buy.

The Barn at Scorton is run by Joanne who welcomed us with open arms and was a truly gracious host as we moved round the indoor and outdoor spaces to create some amazing images. The venue is a place for friends and families of all ages to come and enjoy the space, views and to feel relaxed whilst having something nice to eat and drink. Did we mention there is also an ice cream parlour?

We would like to say a big thank you to Joanne and the team for hosting us. Our menu favourite would have to be the Roast Beef Yorkshire Pudding Wrap and the Lime Lemon Pie which is featured in the photoshoot as well!





CHAMPAGNE | GET 2 FREE

when you buy
4 bottles

RSP £41.61 | Net £27.74
Pommery Brut Royal NV

This fine champagne is a blend of
40 carefully selected crus from the
Champagne region.



PROSECCO



RSP £8.58 | Net £7.15

Pirani Prosecco Rosé DOC Extra Dry
Soft pink colour. Fruity flavour with floral notes.

RSP £8.58 | Net £7.15

Pirani Prosecco DOC Extra Dry
Intense flavour with notes of white fruit, The colour is straw yellow with an elegant perlage.

ROSÉ CHAMPAGNE



RSP £25.60 | Net £17.07

Charles Vercy Champagne Brut Rosé

Delicate red fruit flavours enhanced by a fine mousse with crisp acidity and a long finish of blackberries.

PERFECT PROSECCO

RSP £10.09 | Net £6.73

Bio Bio Organic Spumante

Balanced and persistent, it is fresh and light with good fruity notes. Soft, round and with delicate bubbles.



GET 2 FREE
when you buy 4 bottles*



RSP £10.45 | Net £6.97

Prosecco Simpatico

Fruity aromas of apple and apricot. A smooth, fresh and well-balanced sparkling wine.

*Must be the same varietal on page 7 to qualify for this deal.



PROSECCO MAGNUM | GET 1 FREE

when you buy
2 magnums

RSP £20.63 | Net £13.75
Serenello Prosecco
Magnum (1.5Ltr)

On the nose the wine has floral and fruity notes that express elegance and finesse. Balanced on the palate with notes of fresh green apple.

NZ SAUVIGNON BLANC



RSP £9.91 | Net £6.61

Long White Cloud Sauvignon Blanc

Deliciously crisp and fresh showing wonderful green citrus notes alongside ripe stone-fruit flavours.

GET 2 FREE
when you buy 4 bottles

NZ SAUVIGNON BLANC



RSP £14.42 | Net £9.61

Sea Change Sauvignon Blanc

Vibrant flavours of fresh lemon zest, passionfruit and grapefruit, with a subtle minerality on the finish.

PROVENCE ROSÉ MAGNUM | GET 2 FREE

when you buy
4 magnums

RSP £24.57 | Net £16.38
**Sea Change Provence Rosé
Magnum (1.5Ltr)**

On the nose there's notes of jasmine and peony. The palate is rounded with flavours of grapefruit, white peach and a hint of pineapple.



CHABLIS, FRANCE 37.5cl



GET 2 FREE
when you buy 4 bottles*

RSP £10.02 | Net £6.68

Chablis Jean Marc Brocard (37.5cl)

Limestone terroir is evident in this crisp, dry, appetising wine with notes of fresh lemon and peach.

ROMANIAN RED WINE

RSP £12.19 | Net £8.13

Selene Fetească Neagră

Although not well known internationally, Fetească Neagră is a highly regarded grape variety within Romania and produces full bodied, rounded reds. Fans of malbec will love this wine with its flavours of dark berry fruit, plum and spice.



GET 2 FREE
when you buy 4 bottles*



RSP £18.60 | Net £12.40

Cuvee Uberland

Single Vineyard

Merlot and Cabernet Sauvignon are blended with indigenous Romanian varieties to produce this rich and complex red wine. Ripe flavours of blackcurrant and cherry are balanced by notes of cedar and sweet spice from ageing in new oak.

*Must be the same varietal on page 13 to qualify for this deal.

MODERN CLASSICS



RSP £12.39 | Net £8.26

Gotas de Mar Godello (Spain)

Brilliant pale lemon colour. Aromas of yellow stone fruits, stony minerals and a hint of fresh sea breeze. On the palate, tropical fruits and stony minerals balanced with a mouthwatering acidity and a long refreshing finish.

GET 2 FREE
when you buy 4 bottles*



RSP £8.82 | Net £5.88

Chianti Sant'Ilario (Italy)

Dry and full bodied, this Chianti has flavours of morello cherry, forest fruit and sweet spice.

*Must be the same varietal on page 14 to qualify for this deal.

TEMPRANILLO, SPAIN | GET 2 FREE

when you buy
4 bottles



RSP £7.43 | Net £4.95
Bajoz Tempranillo

Intense aromas of strawberry, raspberry, redcurrant and liquorice. It has a structured, persistent and fleshy palate.

CHENIN BLANC, SA | GET 2 FREE

when you buy
4 bottles

RSP £6.42 | Net £4.28
Healy & Gray Private Cellar
Bushvine Chenin Blanc

Aromas of ripe red apple and tropical fruits jump out of the glass - lovely pineapple and lychee flavours fill the palate generously.



ROSADO, SPAIN



RSP £8.77 | Net £5.85

Marques del Atrio Rosado Rioja

This juicy Rioja rosado is rounded and refreshing with flavours of lovely ripe red berry fruit.

ITALIAN WINES

RSP £8.44 | Net £5.63

Insolia Feudo del Principe

This indigenous grape white wine displays nutty, citrusy characters with herbal notes, hints of white flowers, mango and pineapple aromas and flavours. It is delicate, fresh and well balanced.



GET 2 FREE
when you buy 4 bottles*



RSP £9.63 | Net £6.42

Barbera D'Asti La Soraia

Refined and classy, this wine has flavours of sour cherry and red plum.

*Must be the same varietal on page 18 to qualify for this deal.



RSP £8.45 | Net £5.63

Canella Rossini

Fresh strawberry fragrance leaps from the glass offering subtle notes of apple, pear, and white flowers.



RSP £8.45 | Net £5.63

Canella Bellini

This gorgeous drink is a blend of Prosecco, white peach purée and a drop of raspberry juice.

APERITIF, ITALY | GET 2 FREE

when you buy
4 bottles

REFRESHING ROSÉ WINE

RSP £7.63 | Net £5.09

**Le Farniente Grenache Rosé
(France)**

With aromas of wild strawberry and raspberry on the nose, this rosé is refreshing and fruity.



RSP £7.13 | Net £4.75

**Franschoek Cellar Rosé
(South Africa)**

An appealing pink colour with ripe berry fruit aromas, the palate is rounded with flavours of red berry, cherry and a hint of spice.



*Must be the same varietal on page 20 to qualify for this deal.

ROBUST RED WINE

RSP £8.48 | Net £5.65
Winemakers Pride Carménère
(Chile)

This punchy full bodied red wine has flavours of blackcurrant and cherry with notes of clove and vanilla.



GET 2 FREE
when you buy 4 bottles*



RSP £5.77 | Net £3.85
Viña Elena Tempranillo
(Spain)

Dark cherry red in colour with lovely aromas of red berries and a soft fruit character on the palate.

*Must be the same varietal on page 21 to qualify for this deal.

WINE FROM AROUND THE WORLD

Our Healy & Gray range encompasses tastes and flavours from some of the best wine countries around the world. The label has been redesigned recently giving the bottle a new fresh feel that is guaranteed to catch attention.

RSP £6.37 | Net £5.84

Healy & Gray Pinot Grigio

Refreshing with fruity aromas and flavours of citrus and apple.

RSP £6.37 | Net £5.84

Healy & Gray

Cabernet Sauvignon

A deep ruby-red colour. Its aromas are reminiscent of sweet, ripe, red summer fruits.

RSP £6.37 | Net £5.84

Healy & Gray Sauvignon Blanc

A lively wine with good citrus and green-apple flavours.

RSP £6.37 | Net £5.84

Healy & Gray Zinfandel Rosé

Bright salmon-pink colour and a fresh nose of raspberry and strawberry.

RSP £6.37 | Net £5.84

Healy & Gray Merlot

A great Merlot which displays ripe damson and plum fruit aromas with a smooth, fruity finish.

RSP £6.37 | Net £5.84

Healy & Gray Chenin Blanc

Pale yellow in colour with a greenish tint. A clean and lively white wine.

RSP £6.37 | Net £5.84

Healy & Gray Shiraz

Dark brambly fruits and a hint of mixed spice.

RSP £6.37 | Net £5.84

Healy & Gray Chardonnay

A wine of pale-gold colour and a fruity nose with hints of tropical fruit flavours. Rich in style with a long lasting finish.

GET 1 FREE
when you buy 11 bottles*



THE RUM REVIVAL: THE RUMBLINGS FINALLY COME TRUE!

In 2022, rum sales in the UK outpaced whisky for the first time, becoming a £1 billion market – the third-largest market for rum in the world (CGA by Neilson IQ). While it's been predicted as “the next big thing” for a few years, up until recently, rum has been overshadowed by the meteoric rise of craft whisky and gin. But not anymore.

So why rum? And why now?

Rum is a multifaceted spirit. From light and dark to sweet and spiced, rum comes in so many forms. It can be sipped neat, mixed with a simple mixer, or act as the star attraction in many a popular cocktail. Rum can also morph to fit into any season, whether that be a Piña Colada in the summer sun, or a spiced rum on the rocks at winter. All the seasons are to play for. But what's really driving the volume is its popularity in cocktails.

If you were to take a snapshot of the cocktail market, you'd see rum-based cocktails occupy a significant share of serves. According to CGA's Q3 2022 Mixed Drinks Report, when it came to share of serves, the Mojito came in at number three, Long Island Iced Tea at five, the Daiquiri at number six and the Piña Colada at number 10 – meaning four out of the top 10 cocktail serves were rum-based. Furthermore, when it came to the top UK go-to cocktails in our consumers' repertoire, whether a value or a premium customer, the Mojito, Daiquiri and Piña Colada were always in the top five consumer choices.

So, what's next for this booming category?

A new report by online retailer Master of Malt has revealed that sales of dark rum are now surging in both the on and off-trade, with consumers choosing it over pricey single-malt Scotch. But that's not the case across the board.

Nic Ponticakis, Brand Manager for Old J Spiced Rum, comments: “We've been reaping the rewards of the rum renaissance for a while at Old J, with volume up 7.5% over the last six months. However, our recent growth has been driven predominantly

by our newest SKU, Old J Pineapple, which has grown by 15.6% in the same period. There's clearly still strong consumer demand out there for tropical flavours that mix well and transport people to sunnier climes. We're hoping to continue this growth throughout the summer months and beyond.”

One thing's clear: after a bit of a slow burn, rum is finally getting the credit it deserves and being taken seriously as a key spirit-category contender. With a lot to offer in terms of innovation and scale, it will be interesting to see what's next in store for this vibrant, exotic spirit.

With National Rum Day on 16 August, why not check out our rum-tastic offers on the next few pages.





BUY 2
OLD J TIKI FIRE
70CL

GET
AN OLD J
PINEAPPLE
70CL
FREE



@OLDJSPICEDRUM



ARE YOUR DRINKS LISTS READY FOR SUMMER?

Flavoured Rum drinker spend is 20% higher than the average spirits consumer due to purchasing cocktails.
Introducing the Langs Banana and Old J Pineapple Mojitos!



INGREDIENTS

50ml Old J Pineapple Rum, 25ml Lime juice, handful of mint leaves, 25ml Comme, topped with Marlish Soda, Garnish with sprig of fresh mint.

METHOD

Add the Rum, lime juice, gomme and mint leaves to a glass and muddle. Add crushed ice and stir ingredients. Top with more ice and Marlish Soda and garnish with a mint sprig.



INGREDIENTS

50ml Langs Banana Rum, 25ml Lime juice, handful of mint leaves, 25ml Comme, topped with Marlish Soda, garnish with a sprig of fresh mint

METHOD

Add the Rum, lime juice, gomme and mint leaves to a glass and muddle. Add crushed ice and stir ingredients. Top with more ice and Marlish Soda and garnish with a mint sprig.

**BUY 2 BOTTLES OF EACH
RUM AND GET A CASE
OF MARLISH SODA FREE!**

Ian Macleod Distillers | uk@ianmacleod.com

be [drinkaware.co.uk](https://www.drinkaware.co.uk)

*CGA December 2022

A TASTE OF THE CARIBBEAN

**BUY 4X 70CL
TO RECEIVE A
BACARDÍ
COCONUT 70CL
FREE**



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*Max Deals 3 per customer. Offer includes 1 free bottle of Bacardi Coconut 70cl, when you buy any from the range including, Bacardi Coconut, Bacardi Spiced, Bacardi CARIBBEAN Spiced, Bacardi Negra, Bacardi Oro, Bacardi Raspberry, Bacardi Cuatro, Bacardi Ocho.

Captain Morgan

GET READY FOR SUMMER!

NEW LOOKS,
SAME
delicious



BUY ANY 5, GET A CAPTAIN MORGAN SLICED APPLE 70CL FREE*

However
YOU SPICE

SPICE ON



POS, Tips & More
↓



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*Offer available from 1st July – 31st July.
Maximum 100x Total Redemptions across promotional period. While stocks last.
Product ranges available for this offer are as follows: Captain Morgan White 70cl, Captain Morgan Tiki 70cl, Captain Morgan sliced apple 70cl, Captain Morgan spiced gold 70cl. Buy any 5 from the range and get Captain Morgan sliced apple 70cl free.
drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY

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G.O.A.T of rum.*



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THE CRAFT RUM

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THE
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SUPER PREMIUM RUM
BRAND IN THE UK*

*Source: IWSR 2022 Report

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OF THE KRAKEN
ROAST COFFEE**

**& RECEIVE 6 LIMITED
EDITION SHOT GLASSES
FREE***



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JUNE &
JULY 2023
ONLY

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GIN BOOM, GIN BUST OR GIN-EROUS? WHAT'S GOING ON WITH THIS QUIRKY CATEGORY?

Considered by many to be our national drink – alongside the humble cup of tea, of course – the UK's love affair with gin is one that has truly stood the test of time.

From the London Drys, to the house pours, to the small-batch independent distilleries and the exotic (and sometimes questionable) flavours, there's something for everyone in this busy category. But, like most good things in life, has this old dog finally had its day?

If the headlines are to be believed, rising costs, 'ginflation' and an oversaturated market have all but killed off the once-booming category, giving us all the impression that consumers have finally fallen out of love with the juniper-based spirit. But is this true? Are consumers no longer drinking gin? Or is the spirit simply being 'gin-erous' enough to share the limelight with one of its spirit siblings? Let's take a quick look...

According to the Wine & Spirit Association (WSTA), in 2022 UK gin sales were worth some £960m, in both the on and off-trade. Not a number to be sniffed at. However, the WSTA also report that 2021 sales of the spirit were £2.1bn, and £2.7bn in 2019. The numbers speak for themselves. We are no longer in a pandemic and the UK economy is slowly starting to recover, so what's happening here?

One thing is for certain: the extreme gin 'craze' of the last few years is most definitely over, and sales are plateauing into a more normal pattern as a result. But this isn't simply a case of consumers falling out of love with gin – there are so many other factors at play.

Firstly, the on-trade is still feeling the effects of the pandemic, with landlords struggling to pay bills and closures happening across the country. We are also in a cost-of-living crisis.

Innovations in other categories such as rum and vodka are also propelling change, encouraging consumers to experiment with different serves. Flavoured rum and flavoured vodka are now starting to experience the same upward movement that gin did when the category first started to innovate its offering. This means that other spirit categories are now able to offer the versatility, excitement, and accessibility that consumers crave.

But it's not as bad as the headlines make out...

Consistently, across all age demographics, gin is always one of the TOP THREE most consumed OOH (out of home) spirit-based serves in the UK (CGA KAST 2023). The UK also remains by far the most intensely competitive market for gin anywhere in the world. The market has hundreds of brands that deliver at a high level. Perhaps we should all be praising the quality of competition, not dismissing it as saturation?

And figures aside, if we look at the state of the gin category today, it's arguably the most dynamic, exciting, and high-quality it's ever been. There's no wonder #ginshelfie is a social media trend!

Did you know it's World Gin Day on 10 June? Check out our gintastic offers on the next few pages.



.....
BUY ANY 2 AGNES ARBER GIN

**RECEIVE ONE CASE OF
MARLISH ENGLISH TONIC** **FREE**

.....

This offer is valid
from 1st July until
31st August 2023.



@AGNESARBERGIN

SUMMER OF SPRITZ

RECEIVE A FREE CASE OF
FEVER-TREE MIXERS
WHEN YOU BUY ANY 3 SPIRITS FROM THE RANGE

MAKE IN 3 EASY STEPS



1. POUR 50ML
SPIRIT OVER ICE



2. ADD
MIXER



3. ADD
GARNISH



Buy 3 x 70cl from the Spritz range and receive a free case of Fever-Tree mixers.
Available stock includes Beefeater Pink, Beefeater Peach, Beefeater Blood Orange,
Italicus, Lillet Blanc, Lillet Rose, Malfy Arancia, Malfy Rosa.


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GIN

BUY ANY 3 FEATURED WHITLEY NEILL GINS
RECEIVE A **FREE** BOTTLE OF
RHUBARB & GINGER 0.0% ALCOHOL FREE *

SPRITZ UP YOUR SUMMER



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THE UK'S MOST LOVED GIN

whitleyneill.com @WhitleyNeillGin

The UK's Most Loved Gin – Savanta BrandVue – Top 100 Most Loved Drinks Brands 2022 (H1 2022). *Available while stocks last. All bottles: 70cl.

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BUY ANY 3 AND
RECEIVE A FREE CASE OF **FEVER-TREE TONIC**
AND A **TANQUERAY SERVE TREE***

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Range includes: Tanqueray Blackcurrent Royale 70cl, Tanqueray London Dry 70cl, Tanqueray Flor De Sevilla 70cl, Chase London Dry 70cl, Tanqueray No. TEN 70cl, Aviation Gin 70cl, Chase Seville Marmalade 70cl, Chase Rhubarb & Bramley Apple 70cl and Chase Pink Grapefruit & Pomelo 70cl.

*Offer available from 1st June to 31st August 2023.
Maximum 200 redemptions available. 1 deal per outlet per week.

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BUY 4 BOTTLES OF EDINBURGH GIN AND RECEIVE 6 EDINBURGH GIN GOBLETS!

Qualifying Products: Classic 70cl, Rhubarb & Ginger 70cl,
Raspberry 70cl, Orange & Basil 70cl

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EDINBURGH GIN & MARLISH SPARKLING WATER LOW ALCOHOL SUMMER SPRITZ SERVES

CGA forecasts the low alcohol spirit
sub category to grow by 55%
in the year ahead

**BUY 4 EDINBURGH GIN LIQUEURS AND
GET A CASE OF MARLISH SPARKLING
FLAVOURED CAN WATER 24 X 330ML FREE.**

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WITH MARLISH
SICILIAN LEMON

RHUBARB &
GINGER LIQUEUR
PAIRED WITH
MARLISH
RASPBERRY

RASPBERRY
LIQUEUR PAIRED
WITH MARLISH
BRAZILIAN
ORANGE

BUY 3 BOTTLES OF HENDRICK'S

and receive a

FREE BOTTLE OF FLORA ADORA



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PLEASE DRINK THE UNUSUAL RESPONSIBLY.

*1 Deal per customer. 1 product purchased must be Hendrick's Original.
1 product purchased must be Flora Adora. Whilst stocks last.

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MIX IT UP THIS SUMMER

BUY ANY 3 x 70cl BOTTLES AND RECEIVE
A FREE 70cl SAILOR JERRY

AND SCRATCHCARD KIT*

INCLUDING BRANDED BARWARE, SLAPBANG
SUNGLASSES, PIN BADGES AND TIN CUPS.



1 IN 5
SCRATCHCARDS
IS A
WINNER!



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HERE
FOR T&CS.

PLEASE DRINK RESPONSIBLY be**drinkaware**.co.uk

*Whilst stocks last.





THE PROPERLY IMPROPER GIN

£22.99 ONLY*

BROCKMANS
Intensely Smooth
GIN

CRAFTED WITH
DARK BERRIES AND
NOBLE TRADITIONS

DARK BERRIES &
NOBLE TRADITIONS

SPRITS
2022

SPRITS
2022

CONSUMERS' CHOICE AWARD
2021
BROCKMANS

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BROCKMANS
Intensely Smooth
GIN

be drinkaware.co.uk

Carbon Neutral
Finger food

Buy any **FIVE x 70cl BOTTLES** from the **RANGE** below to **RECEIVE** a 70cl bottle of **GINATO POMPELMO GIN FREE***



GINATO
GIN CLASSICO GIN
POMPELMO

DRUMSHANBO
GUNPOWDER
IRISH GIN

JAWBOX
SMALL BATCH
GIN LIQUEUR
RHUBARB & GINGER

JAWBOX
SMALL BATCH
GIN LIQUEUR
PINEAPPLE & GINGER

GINATO
GIN CLASSICO GIN
PINOT GRIGIO

GINATO
GIN CLASSICO GIN
CLEMENTINO

GINATO
GIN CLASSICO GIN
MELOGRANO

*Offer includes 70cl bottles of Drumshanbo Gunpowder Gin, Ginato Pinot Grigio, Clementino, Pompelmo & Melograno Gin, Jawbox Pineapple & Ginger and Jawbox Rhubarb & Ginger Gin Liqueur.
Offer available while stocks last. Promotion period 1st June to 31st August 2023. © 2023 Drinksology Kirker Greer Spirits UK. Please drink responsibly.

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INTHE



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STOCK UP NOW

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BUY ANY 4, GET
A FREE CHASE RHUBARB &
BRAMLEY APPLE GIN 70CL FREE*

Offer available from 1st July - 31st July. Maximum 100x redemptions available. Product ranges available for this offer are as follows: Tanqueray Blackcurrant Royale 70cl, Tanqueray London Dry 70cl, Tanqueray Flor de Sevilla 70cl, Tanqueray No. TEN 70cl, Chase Pink Grapefruit & Pomelo 70cl, Chase GB Gin 70cl, Chase Rhubarb & Bramley Apple 70cl, Chase Sevilla Marmalade 70cl.

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MMM... GORDON'S FLAVOURS. DECISIONS, DECISIONS.

BUY ANY 5 X FROM THE
GORDON'S 70CL RANGE AND GET
A FREE GORDON'S TROPICAL
PASSIONFRUIT 70CL*

STOCK UP NOW



*Offer available from 1st July to 31st July 2023. Maximum 100 x redemptions available. While stocks last. Product ranges available for this offer are as follows: Gordon's London Dry 70cl, Gordon's Premium Pink 70cl, Gordon's Sicilian Lemon 70cl, Gordon's Mediterranean Orange 70cl, Gordon's White Peach 70cl and Gordon's Tropical Passionfruit 70cl.

Gordon's
...SHALL WE?

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Plastic straws suck. These are paper.

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MMM... GORDON'S FLAVOURS.

DECISIONS, DECISIONS.

BUY ANY 5 X FROM THE
GORDON'S 70CL RANGE AND GET
FREE GORDON'S TENT CARDS
AND GLASSWARE POS KIT*

STOCK UP NOW



*Offer available from 1st June to 31st August 2023. Maximum 500 redemptions available. While stocks last. Product ranges available for this offer as follows: Gordon's London Dry 70cl, Gordon's Premium Pink 70cl, Gordon's Sicilian Lemon 70cl, Gordon's Mediterranean Orange 70cl, Gordon's White Peach 70cl and Gordon's Tropical Passionfruit 70cl.

Gordon's
...SHALL WE?

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Buy 4 x 70cl bottles and
receive 1 x 70cl bottle
FREE

**THE ORIGINAL
STRAWBERRY
GIN**







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**SPIRIT OF
THE OPEN**

**THE
OPEN**
OFFICIAL
SPIRIT

**BUY 3 LOCH LOMOND 70CL
12 YEAR OLDS FROM THE
RANGE AND GET A FREE
LOCH LOMOND 70CL ORIGINAL
AND AN OPEN POS KIT**



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151ST OPEN, ROYAL LIVERPOOL



LOCH LOMOND WHISKIES



**EXPLORE THE
SPIRIT WITHIN**
LOCHLOMONDWHISKIES.COM

One kit per customer, available until stocks last, kits dispatched July 2023.
POS kit contains 50 Coasters with interactive QR code, 1 Poster, 1 Bottle Glorifier.

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PREMIUM SPIRITS - HAND-CRAFTED ON THE ISLE OF WIGHT

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£25.99 PER BOTTLE

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BUSHMILLS®

BUY 1 BOTTLE* OF
BUSHMILLS
ORIGINAL OR
BLACK BUSH
& RECEIVE £2 OFF†

AVAILABLE
JUNE & JULY
2023
ONLY



SINCE  1608

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*One bottle = 70CL while stocks last.
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JURA™
SINGLE MALT SCOTCH WHISKY

**MORE THAN
A WHISKY**

**STOCK THE UK'S NO 1 MALT WHISKY
BRAND BY VOLUME & VALUE**

**BUY 2 BOTTLES
OF JURA 10 YEAR OLD
AND RECEIVE 6 JURA
HIGHBALL GLASSES**

*While Stocks Last

Source: Nielsen / Scantrack
data to 25th March 2023

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WHY NOT GIVE US A TRY THIS AUTUMN



DRIVE SALES ON MATCH
DAYS WITH OUR
AWARD-WINNING
IRISH WHISKEY



**BUY 2 X 70CL BOTTLES AND RECEIVE A FREE
POS KIT WORTH £30 RRP***



Kit includes: 5x Reuseable Laminated Match Fixture Posters, 50 x Interactive Rugby Ball Coasters, 6 x Stainless Steel Highballs and 10m of Bunting

THE
BUSKER
IRISH WHISKEY



#THEBUSKER

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IN THE £



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Lifestyle
and traditional
whiskies are
performing better
post covid than
malt whiskies*

Whisk(e)y
is predicted
to grow
+17%
by 2024*

It is
predicted to be
**the next
big thing**
in the
on-trade!*

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**Buy any 3, get a Haig
Mediterranean Orange 70cl free**

*CGA to WE 14 Aug 21.

Offer available from 1st July - 31st July. Maximum 100 x Total Redemptions across promotional period. Buy any 3 x 70cl bottles of Johnnie Walker Black Label, Haig Clubman 70cl, Haig Mediterranean Orange 70cl and get a Haig Mediterranean Orange 70cl free.

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Free

**MONKEY CHIMP BOTTLE POURER
AND 12 X GLASSES WHEN YOU BUY
2 X 70CL MONKEY SHOULDER***

CHOOSE FROM ORIGINAL, SMOKEY AND FRESH (1 MUST BE FRESH)

MONKEY SHOULDER

100% MALT WHISKY MADE FOR MIXING

*WHILST STOCKS LAST. DON'T BE A DRUNKEN MONKEY. DRINK RESPONSIBLY. be [drinkaware.co.uk](https://www.drinkaware.co.uk)




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**JAMESON,
MADE ZESTY**

50ml of Jameson Orange
Top with lemonade
Garnish with orange wedge

**JAMESON®
ORANGE**

Buy 5 x 70cl from the Jameson range and receive a free bottle of Jameson Orange. Available stock includes Jameson Orange and Jameson Original.
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JOHNNIE WALKER

STOCK UP NOW

SAY HELLO TO...
**JOHNNIE &
LEMONADE**



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**BUY 3 X JOHNNIE WALKER
BLACK LABEL AND GET A FREE
CASE OF FEVER-TREE LEMONADE***

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*Offer available from 1st June to 31st August 2023.
Maximum 250 total redemptions across
promotional period. 1 deal per outlet per week.

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CELEBRATE NATIONAL TEQUILA DAY WITH A LESSON ON THE HISTORY OF TEQUILA

Mexico's native spirit truly has stood the test of time, with even the likes of Hollywood legend George Clooney putting his hard-earned money towards his own version of the stuff.

But like most well-aged, respected spirits, tequila distillers have a stringent set of rules they must abide by. These include ensuring that each bottle is made in the proper location – from the correct ingredients – and that reposado and añejo versions are aged for just the right amount of time.

With so much history and red tape protecting the agave-based drink, let's say "Cheers to Tequila!" and take a deep dive into this modern-day party spirit's tale-worthy past...

000 B.C to 200 A.D: The Aztecs Ferment Agave:

The Aztecs first fermented the juice of the agave to produce their ceremonial wine, known as 'pulque'. Though the first documentation of pulque appeared around 200 A.D., the drink really caught on centuries later when the Aztecs received a surprise visit from the Spanish.

1400s, 1500s & 1600s: The Spanish Distil Agave:

While there are multiple theories on the beginning of agave distillation, a common telling involves the Spanish invasion. When the Spaniards' brandy supply began to run low, they improvised with mud and agave, essentially creating what we know today as mezcal. In the mid-1500s, the Spanish government opened a trade route between Manila and Mexico, and in the early 1600s, the Marquis of Altamira – AKA "The Father of Tequila" – built the first large-scale distillery in what is now Tequila, Jalisco.

1700s to 1800s: Modern Tequila is Born: The Cuervo family began commercially distilling tequila in 1758, followed later by the Sauza family in 1873.

1902: Tequila Becomes Official: In 1902, tequila acquired its official definition, distinguishing it from other agave-based spirits, which continued to be referred to as 'mezcal'.

1974: 'Tequila' Becomes the Intellectual Property of Mexico: In a move to take ownership of the term 'tequila', the Mexican government declared the term as its intellectual property in 1974. This made it necessary for tequila to be made and aged in certain areas of Mexico, and it also made it illegal for other countries to produce or sell their own 'tequila'.



BUEN AMIGO
BUEN AMIGO
BUEN AMIGO
BUEN AMIGO
BUEN AMIGO

Tequila



Buy any two
bottles of
Buen Amigo

GET A CASE OF MARL'SH
SPARKLING PINK GRAPEFRUIT
(24X330ML CANS)

FREE

**Buen
amigo**

Offer valid from 1st - 31st August only.

BUY 3 BOTTLES* OF JOSE CUERVO® ESPECIAL SILVER OR REPOSADO & RECEIVE 6 LIMITED EDITION ROCKS GLASSES FREE

AVAILABLE
JUNE & JULY
2023
ONLY



*QUALIFYING PURCHASE CAN INCLUDE SILVER OR REPOSADO. *1 BOTTLE = 1X70CL BOTTLE.
JOSE CUERVO® AND OTHER TRADEMARKS ARE OWNED BY TEQUILA CUERVO LA ROJEÑA, S.A. DE C.V.
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BUY 3 X 70CL AND GET A CASE OF 200ML COCA COLA FREE

50ml Rooster Rojo Blanco Tequila,
over ice top with Cola and a
squeeze of fresh lime.

**SIP DON'T
SLAM**

www.roosterrojo.com



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el Jimador
TEQUILA

BUY 3X
BLANCO
70CL

**AND RECEIVE
A FREE
CASE OF
LONDON
ESSENCE
PINK
GRAPEFRUIT
24 X 200ML**



FREE



ENJOY 100% RESPONSIBLY.

EL JIMADOR IS A REGISTERED TRADEMARK. ©2023 BROWN-FORMAN. ALL RIGHTS RESERVED. BUY 3 X EL JIMADOR BLANCO 70CL AND RECEIVE 24 X 200ML LONDON ESSENCE PINK GRAPEFRUIT FOR FREE. SUBJECT TO AVAILABILITY, WHILST STOCKS LAST.

THE WORLD'S MOST AWARDED TEQUILA*



BUY 2
BOTTLES† OF
1800® SILVER

AND
RECEIVE A
BOTTLE† OF 1800®
COCONUT
FREE

AVAILABLE
JUNE &
JULY 2023
ONLY

1800

TEQUILA

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*BASED ON 1800® AWARDS FROM U.S. & ACADEMIA MEXICANA DEL TEQUILA FROM 2001 TO 2022.
†1 BOTTLE = 1X70CL BOTTLE. 1800® AND OTHER TRADEMARKS ARE OWNED BY AGAVERA CAMICHINES, S.A. DE C.V.
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BORN TO MIX

ABSOLUT.

GET A FREE
CASE OF
MARLISH
LEMONADE
MIXERS

WHEN YOU BUY
ANY 5 FROM THE
ABSOLUT RANGE

NEW
FLAVOUR



THE UK'S NO.1 PREMIUM VODKA*

Buy any 5 x 70cl Absolut Flavours, receive a free case of Lemonade. Stock includes Absolut Pear, Absolut Passionfruit, Absolut Mango, Absolut Mandarin, Absolut Lime, Absolut Citron, Absolut Raspberri, Absolut Vanilia, Absolut Watermelon, Absolut Wild Berri.

SOURCE: Nielsen, Total Coverage, MAT to 19.06.21.

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DIAGEO

GET
IN THE £ X



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**BUY ANY 3 AND
RECEIVE A FREE CASE OF **FEVER-TREE
MEXICAN LIME SODA OR
ITALIAN BLOOD ORANGE SODA*****

Range includes: Ciroc 70cl, Chase Original Potato 70cl, Chase Aged Marmalade 70cl,
Ketel One 70cl, Chase English Rhubarb 70cl, Ciroc Passion 70cl,
Ciroc Pomegranate 70cl, Ciroc Red Berry 70cl.

*Offer available from 1st June to 31st August 2023.
Maximum 500 redemptions available. 1 deal per outlet per week.

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Au⁷⁹
VODKA

**BUY 6 BOTTLES OF
AU VODKA 70CL GET
1 FREE**



ENJOY BOLD FLAVOURS THIS SUMMER

*Buy any 5 x from the Smirnoff 70cl flavours range
and get 1 x free Smirnoff Berry Burst 70cl*

NEW



STOCK UP NOW

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Offer available from 1st July to 31st July. Maximum 100 x redemptions available.
While stocks last. Product ranges available for this offer are as follows:
Smirnoff No.21 70cl, Smirnoff Raspberry Crush 70cl, Smirnoff Mango
& Passionfruit Twist 70cl, Smirnoff Berry Burst 70cl.

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Smirnoff

BUY ANY 4 X AND GET A FREE SMIRNOFF POS KIT

*Buy any 4 x from the Smirnoff 70cl flavours range
and get a free Smirnoff POS kit with tent cards,
2 x Mexican elbows and 1 x glassware.*

NEW



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STOCK UP NOW

Offer available from 1st June to 31st August 2023. Maximum 250 redemptions available.
While stocks last. Product ranges available for this offer are as follows: Smirnoff No.21 70cl,
Smirnoff Raspberry Crush 70cl, Smirnoff Mango & Passionfruit Twist 70cl, Smirnoff Berry Burst 70cl.

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Smirnoff

DIAGEO

GET
INTHE



SPIRIT
STOCK UP NOW

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BUY ANY 4 GET
A FREE KETEL ONE VODKA*

Range includes: Cîroc Blue Dot 70cl, Cîroc Apple 70cl, Cîroc Mango 70cl, Cîroc Red Berry 70cl,
Chase Original Potato 70cl, Chase Aged Marmalade 70cl and Ketel One Vodka 70cl.

*Offer available from 1st July - 31st July. Maximum 100 x redemptions available. While stocks last.

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Buy five Paixão
Passionfruit Liqueur

GET ONE FREE

Made with real passion and real passion fruit, Paixao is an intense and warm passion fruit liqueur, made for those who wish to experience the passion in the everyday whether that's on the rocks, over ice or in a cocktail.

To find out more about our ranges, please contact
info@signature-brands.co.uk



MAKE THE MOMENT BLOOM

BUY
2 X 70CL
ST~GERMAIN,
RECEIVE A
ST~GERMAIN
SPRITZ KIT*

ST~GERMAIN SPRITZ

STEP 1

40ML ST~GERMAIN

STEP 2

60ML SPARKLING WINE

STEP 3

60ML SPARKLING WATER

COMBINE, STIR &
SERVE OVER ICE

20% alc./ vol.
— 700 ml —

ST~GERMAIN®

*KIT CONTAINS 6 X ST~GERMAIN GLASSES AND 1 X CARAFE

ENJOY RESPONSIBLY be**drinkaware**.co.uk 2023 ST~GERMAIN AND ITS TRADE DRESS ARE TRADEMARKS

MALIBU

**DO WHATEVER
TASTES GOOD**

GET A FREE BOTTLE OF NEW MALIBU STRAWBERRY

WHEN YOU BUY ANY 4 X 70CL MALIBU FROM THE RANGE

330ml

330ml

NEW

200ml

SERVE WITH COKE

SERVE WITH LEMONADE

Enjoy Responsibly.
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Pernod Ricard UK
Créateurs de convivialité

BUY 1 x 70CL DISARONNO VELVET AND 1 x 70CL DISARONNO ORIGINALE AND RECEIVE 6 x DISARONNO VELVET GLASSES AND 20 TENT CARDS*



DIS IS OUR SUMMER

DISARONNO FIZZ

1 PART DISARONNO ORIGINALE
25ML LEMON

TOP WITH SODA WATER
ENJOY OVER ICE.

DISARONNO VELVET BATIDA

1 PART DISARONNO VELVET
1 PART VITA COCO COCONUT WATER

SHAKE INGREDIENTS TOGETHER
AND STRAIN OVER CRUSHED ICE.

DISARONNO®

be [drinkaware.co.uk](https://www.drinkaware.co.uk)

*1 X DEAL PER CUSTOMER BASED ON FULL PRICE PURCHASE OF 1 X 70CL DISARONNO VELVET AND 1 X 70CL DISARONNO ORIGINALE. KIT INCLUDES: 6 X DISARONNO VELVET HIGHBALL POLYCARB GLASSES, 20 X DISARONNO VELVET BATIDA TENT CARDS. WHILST STOCKS LAST.

SO TASTEFUL



SOCO, LEMONADE
+ LIME



SOCO, LEMONADE
+ BLACKCURRANT



SOCO, LEMONADE
+ TROPICAL



SOCO, LEMONADE
+ PEACH

BUY 2 BOTTLES AND
RECEIVE A POS KIT



IT'S PIMM'S O'CLOCK

Let's Celebrate

**BUY ANY 3 PIMM'S 70CL AND
GET 1 X FREE PIMM'S JUG AND
12 X PIMM'S GLASSWARE***



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STOCK UP NOW

*Offer available from 1st June to 31st August 2023.
Maximum 300 total redemptions across promotional period. While stocks last.

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APEROL[®] SPRITZ

JOIN THE JOY

BUY 6 BOTTLES
OF APEROL,
GET 1 **FREE***



ICE • PROSECCO • APEROL
• A DASH OF SODA •

THE ORIGINAL
BITTERSWEET ITALIAN SPIRIT

PLEASE DRINK RESPONSIBLY be [drinkaware.co.uk](https://www.drinkaware.co.uk)

*UK, 18+ only. 09.00 GMT 01/06/2023 – 09.00 GMT 31/08/2023. Buy 6 bottles of Aperol, get 1 free.
Not to be used in conjunction with any other offer. Subject to availability. Only available while stocks last.

View our latest
perfect serve video

Capture the APERITIVO HOUR

BUY 3 BOTTLES OF
CAMPARI & GET A CASE
OF FEVER-TREE BLOOD
ORANGE SODA FREE

CAMPARI

 **FEVER-TREE**



DRIVE YOUR COCKTAIL SALES ON THE INTERNATIONAL WHISKEY SOUR DAY

BUY 1 X 70CL DISARONNO ORIGINALE AND 1 X 70CL THE BUSKER
TRIPLE CASK TRIPLE SMOOTH AND RECEIVE A FREE POS KIT*



KIT INCLUDES 6 X DISARONNO TUMBLERS

DISARONNO SOUR

50ML DISARONNO ORIGINALE
25ML LEMON JUICE
5ML SUGAR SYRUP
1 EGG WHITE (OR VEGAN ALTERNATIVE)
SHAKE ALL THE INGREDIENTS WITH ICE.
GARNISH WITH A SLICE OF LEMON.

ALMOND WHISKEY SOUR

50ML THE BUSKER TRIPLE CASK TRIPLE SMOOTH WHISKEY
25ML DISARONNO ORIGINALE
25ML LEMON JUICE
1 EGG WHITE (OR VEGAN ALTERNATIVE)
SHAKE ALL THE INGREDIENTS WITH ICE.
GARNISH WITH A SLICE OF LEMON.

DISARONNO®

THE
BUSKER
IRISH WHISKEY

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* 1 X DEAL PER CUSTOMER BASED ON FULL PRICE PURCHASE OF 1 X 70CL DISARONNO ORIGINALE AND 1 X 70CL THE BUSKER TRIPLE CASK TRIPLE SMOOTH. KIT INCLUDES: 6X DISARONNO TUMBLERS. WHILE STOCKS LAST.

**SOHO STREET
COCKTAILS** 

SMALL BATCH CRAFT COCKTAILS

Buy any three pouches and receive

A POUCH OF COSMOPOLITAN FREE

The SOHO Street Cocktail range includes:
Espresso Martini, Strawberry Daiquiri,
Pornst*r Martini and Cosmpolitan.



While stocks last.

ARE YOU READY TO COCKTAIL IN 10 SECONDS

BUY ANY 3 X BIB'S AND GET 1 X FREE CASE OF 24 X GLASSWARE*

Gordon's | *Smirnoff* | *Captain Morgan*

MEET YOUR
NEW
MIXOLOGIST



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*Offer available from 1st June to 31st August 2023. Maximum 200 total redemptions across promotional period. While stocks last. Buy 3 BIBs and receive 1 case of 24 x glassware.

PLEASE DRINK RESPONSIBLY | for the facts [drinkaware.co.uk](https://www.drinkaware.co.uk)

BUY ANY **2** 1L BOTTLES
OF TAILS AND RECEIVE
A **FREE** BOTTLE OF
1L **PASSION FRUIT MARTINI***



MADE WITH PREMIUM SPIRITS



BACARDÍ

**BOMBAY
SAPPHIRE**

42BELOW™
VODKA



ESTD 1846
Dewar's

*OFFER INCLUDES ALL TAILS 1L VARIANTS.

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FREE KEG

ON ANY NEW INSTALLS*

FOR OUR PARTICIPATING WORLD BEERS

DORTMUNDER UNION PILS

Gold in colour with a moderate bitterness, Dortmunder has a lean and attenuated body but is full of character, packs of flavour and has a beautiful crisp finish. This purity leads to an unmistakably clean, crisp flavour whether enjoyed by the pint or bierhall-style stein.



DORTMUNDER VIER

A more sessionable alternative to Dortmunder Union Pils, Dortmunder Vier is a 4% ABV premium session pilsner. Gold in colour with a balance of bittersweet hops and malt bitterness from the Noble hops.



PARDÁL

Pardál takes 11 days to brew and ferment, which is significantly longer than most lagers. Then it undergoes a 30 day maturation process making it an easy-drinking lager with a full mouthfeel and a bitter but well-balanced taste. Pardál is unique, with a sessionable ABV of 3.8%, but more flavour than many 4 or 5% beers. Pardál is brewed using the soft water from Budvars 10,000-year-old well.



BANGLA

Bangla beer is a specially created brew, designed to complement Bangladeshi and Indian Cuisine. It has a deep gold colour, reminiscent of the golden hue of the sun setting over the Bay of Bengal. The temples of Dinajpur, the tea gardens of Sylhet, the rain forests of Sundarban - Bangladesh contains a wealth of exotic sights, cultures and culinary delights.



*After initial purchase

TAP INTO WORLD BEER SUCCESS THIS INTERNATIONAL BEER DAY

International Beer Day is an annual occasion held on the first Friday in August, specifically for celebrating our favourite brews. First started in 2007 in Santa Cruz, California, with the purpose of celebrating the craft of brewing, the event has since expanded into somewhat of a worldwide event.

A global celebration of beer from all corners of the earth, International Beer Day encourages beer drinkers to support breweries, pubs, and bartenders, and of course, try out a selection of beers from around the world.

On the surface, International Beer Day might appear to be “just another one of those marketing ploys” to get consumers talking about brands, and to a certain extent it is. However, when paired with the latest on-trade insights, this old marketing ploy might just be one that your venue can’t afford to miss.

The Facts:

World lagers continue to grow in popularity, with the category increasing its share of draught lager sales value in the UK from 25% pre-pandemic, up to more than 40% today*. In fact, the World Lager category had more than nine million GB consumers – or 21% of the population – in February 2022**.

When spending in the World Beer category, consumers are either looking for a sense of escapism, or

experimentation. They either want to be transported to more tropical climes, whilst sat in the pub beer garden, or they want to be able to brag to their mates about how alternative they are when it comes to their drinking habits. Towards the end of 2022, 55% of Millennials and Gen Zers could claim to have tried a new beer in the last three months alone***.

How can venues maximise the opportunity?

Over the years since the event’s inception, the on-trade has tapped into the celebrations in a number of ways. Some have chosen to use the date as an opportunity to focus on just one brand, whilst others have used it to push multiple taps. Here are just a few of the ways we’ve noticed our customers celebrating International Beer Day:

1) Use it as an opportunity to trial something new.

Ever wanted to give something slightly different a go behind the bar, but not had the confidence that it’ll work? Why not use International Beer Day as your reason! So long as you are supporting the new listing with the right marketing to back it, it won’t be long before you find out whether it’s a goer or not with your customers. Just make sure you are shouting about the what and the why in the run up to, and on, the actual day itself.

2) Partner up with a World Beer brand and host an event.

This could be anything from ticketed tasting sessions to food pairings or a pizza night. We’ve even seen beer gardens turned into backyard cinemas for Italian mafia movie screenings. The thematic opportunities are endless!

3) Offers galore!

A simpler one for those with less resource. Use International Beer Day as an opportunity to run





stand-out promotions on the World Beers taking pride of place on your bar. Offers could be: Buy one, get one free; buy one, get one half price; or – for the brave – ‘Have a free pint on us!’ Giving away free pints for a limited time only is a sure-fire way of driving footfall and getting bums on seats.

A Little Inspiration...

For those looking for a refresh, or in need of a little inspiration ahead of International Beer Day, we’ve rounded up a few of our favourite World Beer brands that offer something a little bit different:

Pardál: ‘Brewed by the people, for the people.’ At 3.8%, this flavourful, authentic Czech sessionable lager is ideal for venues looking to improve their higher-quality, lower-ABV craft and world beer offering.

Dortmunder Vier: Brewed under the strict German purity law which states that only water, wheat, and hops are to be used in the brewing process, this genuine Dortmund import has a lean body, is full of flavour and has a beautiful crisp finish. In our opinion, you’d struggle to get a better-quality 4% pint in the UK!

Birra Murano: Founded on a desire to enjoy a slower pace of life and appreciate the simpler pleasures, the story of Birra Murano was born. Clean yet crisp with a refreshing bitterness and a hint of citrus, at 4.6%, Birra Murano brings together all the hallmarks



of a traditional Italian Pilsner, meticulously brewed using only five simple ingredients. One sip and you’re immediately transported to the sun-drenched coastline of Murano.

Budweiser Budvar: Budvar’s 700-year-long tradition of brewing beer means it takes 102 days to brew and condition this authentic Czech original – about seven times longer than most beers. At 5% this pale lager has a beautiful golden colour and rich head. Its mild aroma balances perfectly with its sweet-bitter taste. A truly historical, original Czech beer.

Pacífico Clara: If you’re picturing an idyllic beach scene wherein your toes are nestled in the warm sand, and there’s a smattering of surfers riding the cerulean waves in front of you, the image would be wholly incomplete without a Pacífico somewhere in the mix. The Mexican pilsner-style lager is a staple of the tropics, as evidenced by its bright sunshine-hued bottle. Founded by three Germans who settled in Mexico at the turn of the 20th century, this crisp, refreshing 4.8% brew is a staple in the US.

Check out our participating World Beer deals on the previous page.

*CGA Total GB On Trade, Draught Lager % value share 52 weeks ending 31.12.22

**CGA BrandTrack April 2022

***Heineken Beer Report, November 2022



A WINNING PORTFOLIO FROM CMBC



Carlsberg Marston's Brewing Company (CMBC) is one of the newest yet historic brewers in the UK. Formed of a joint venture between Carlsberg UK and Marston's PLC, we combine over 300 years of shared values, history and heritage in UK brewing.

**BUY 3 X 9G CASK AND
RECEIVE 1 COMPLIMENTARY
BOTTLE OF 70CL SPIRIT**

Promotion valid throughout June, July & August. Qualifiers must be purchased in single transaction. Available while stock lasts. Qualifiers include Wainwright Amber, Wainwright Gold, Hobgoblin IPA, Hobgoblin Gold, Hobgoblin Ruby, Marston's Pedigree, Jennings Cumberland Ale, Banks Amber Bitter, Banks Sunbeam, Courage Best. Directors, Ringwood 49ER, Ringwood Boondoggle, Ringwood Old Thumper, Tetley Bitter, Eagle IPA, Youngs Best Bitter, Youngs Special (All 9G Cask).
Reward products include Moonshine vodka, Old J Spiced and Old J Pineapple rum (all 70cls).

@cmbcuk @cmbcuk

Carlsberg Marston's Brewing Company is a proud member of the Portman Group, promoting responsible drinking.

be **drinkaware.co.uk**

TARQUIN'S DRY GIN

FREE

**BUY 3x9G OF DOOM BAR
TO RECEIVE A 70cl
BOTTLE OF TARQUIN'S
CORNISH DRY GIN FREE**

While stocks last.
Promotion valid 1st June – 31st August 2023.



FOLLOW US   

VISIT US AT WWW.SHARPSBREWERY.CO.UK

be.drinkaware.co.uk



ORDER 2 X 9G OF TROOPER RECEIVE...

Trooper anniversary kit containing -
1 x 10th Anniversary t-shirt
1 x 10th Anniversary Bar Runner
1 x pack of 10th Anniversary drip mats
and the limited-edition pump clip to match

Any accounts that order 2 x 9g Trooper will also be entered into a prize draw to receive a pair of Tickets for Firevolt Rock Festival Stockport. (draw to take place at the end of June)



Not for sale in the Republic of Ireland
drinkaware.co.uk





FREE KEG ON INSTALL

followed by one free keg

*Must be pouring for 12 weeks to qualify for the free keg.





Enquiries

Steve Wilson on 07939 938 460, steve.wilson@cameronsbrewery.com
Karen Cutler on 01429 852 030, karen.cutler@cameronsbrewery.com

Camerons Brewery, Lion Brewery, Hartlepool, TS24 7QS.
www.cameronsbrewery.com • Tel: 01429 852000



BORN HAZY BREWED JUICY

BURSTING WITH JUICY,
TROPICAL HOP AROMA
& FLAVOUR

@SHARPSBREWERY
WWW.SHARPSBREWERY.CO.UK

be **drinkaware**.co.uk

BROOKLYN PILSNER



CRISP. BRIGHT. REFRESHING

INSTALL BROOKLYN PILSNER AND RECEIVE A COMPLIMENTARY
KEG & POS SUPPORT PACKAGE

Promotion valid for duration of brochure promotional period. One deal per install.
POS support package includes 2 x Brooklyn Pilsner Pint Glasses (PK24), 1 x Brooklyn Pilsner
Half Pint Glasses (PK24), 1 x Brooklyn Pilsner Bar Runner, 1 x Brooklyn Pilsner Drip Mat Pack
and 1 x Brooklyn Pilsner Font Hanger. Item subject to change. Whilst stocks last.

Enjoy responsibly. be [drinkaware.co.uk](https://www.drinkaware.co.uk)

PERONI
NASTRO
AZZURRO

Live Every Moment

**BUY A CASE
FOR JUST**

£24.99



**MAXIMISE YOUR SALES WITH THE
NO.1 BEST-SELLING PACKAGED LAGER****

Terms and Conditions apply, visit www.asahibeer.co.uk/promotional-terms-and-conditions

DATA: CGA OPMS 52 W/E 05.11.22
bedrinkaware.co.uk

INSTALL DEAL



INSTALL
CARLSBERG
DANISH
PILSNER AND
RECEIVE A
COMPLIMENTARY
KEG & POS
SUPPORT
PACKAGE

A BEER THAT GIVES BACK? HOW REFRESHING.



Through the Carlsberg Foundations, almost 30% of our dividends* go to supporting projects in the arts, science and developing the crops of the future.

Plus, did you know outlets that added Carlsberg Danish Pilsner to the bar saw a greater increase in total lager sales**.

Worth a try? Probably.





GET 3 KEGS, ON US!

WORTH UP TO £830!

WHEN YOU INSTALL CAMDEN STOUT ALONGSIDE CAMDEN HELLS OR PALE



drinkaware.co.uk for the facts

Over 18s only. Offer open to participating wholesale customers based in the UK and Channel Islands only. Outlets must install Camden Stout on draught alongside Camden Hells or Camden Pale between 01.05.2023 and 30/06/23 to be eligible for the promotion. The new installation cannot replace an existing Budweiser Brewing Group brand. The first 30L keg will be sent after the install has been completed, the second after 3 months, and the third after 6 months, subject to the product having been continuously ordered since install. Promoter: AB InBev UK Ltd; 90 Fetter Lane, London, EC4A 1EN. Free of charge stock value based on 156 pints at an average RSP of 5.25. Valid until 30/06/23.

PROFIT FROM EVERY POUR, EVERY TIME

REQUEST YOUR INSTALL NOW ON DIAGEO ONE

POS, Tips & More



Scan me

GET A FREE CASE OF 24 X 558ML CANS AND GLASSWARE ON INSTALL*

*OFFER AVAILABLE FROM 1ST JUNE TO 31ST AUGUST 2023

drinkaware.co.uk for the facts | PLEASE DRINK RESPONSIBLY



**MOLSON
COORS** beverage
company

BUY ANY 6 CASES FROM THE RANGE TO GET 1 CASE FREE



Staropramen
24 x 330ml
NRB



Coors
24 x 330ml
NRB



Pravha
24 x 330ml
NRB



Blue Moon
24 x 330ml
NRB

While stocks last. Promotion valid from 1st June – 31st August 2023.

be [drinkaware.co.uk](https://www.drinkaware.co.uk)

TRADIZIONE ITALIANA: TRANSPORT YOURSELF INTO THE CALMING WORLD OF BIRRA MURANO

On the banks of the Grande Canal di Murano, you'll find the natural splendours of a Venetian Island, steeped in heritage and charming streets.

Artisanal glass blowers creating intricate pieces by candlelight; traditional pizzerias dotted along the coastline; the philosophy of 'the sweetness of doing nothing' echoing resoundingly in the air.

This is the historic Murano, and the anchor of the story of our beer.

Birra Murano seeks to offer drinkers a sense of escapism. A chance to leave the hustle and bustle of daily life. A chance to slow down, to take a deep breath, and to soak up the simple pleasures. From the sun setting behind the leaves of the trees, to the beauty of the birds' chorus. Birra Murano reminds us to celebrate the small moments in life, no matter how insignificant they might appear.

Our ethos is founded on the best of Italian values: good food, good drink, and good times with family, such simple endeavours that bring the Italians so much satisfaction and wellness. Step into the world

of Birra Murano, and step into sun-drenched Italian simplicity.

About the beer

Clean yet crisp with a refreshing bitterness and a hint of citrus, Birra Murano brings together all the hallmarks of a traditional Italian pilsner, meticulously brewed using only five simple ingredients.

Perfect to enjoy with family over a meal or equally so whilst relaxing with friends; its refined, refreshing taste is one to be savoured. The zesty subtle hint of citrus takes inspiration from the sun-drenched coastline of Murano whilst the mouth-watering, unmistakable malt flavouring adds a fine flavour and balance.

Alcohol Percentage: 4.6% ABV

Availability: 30L or 50L Kegs and 330ml bottles



BIRRA MURANO

Luca D'Amico



FREE KEG ON INSTALL PLUS 6 DRINKS TRAYS

Made especially for the most demanding palates with strong notes of barley, vanilla and cloves, and a warming, sunrise-gold colour. The 4.6% ABV does not compromise on the taste and quality but does offer a lighter and more refreshing expression of this 100% pure malt lager.

PROMOTION IS VALID FROM 1ST JUNE TO 31ST AUGUST 2023. WHILE STOCKS LAST.

GUINNESS



LOVELY DAY FOR A GUINNESS

POS, Tips & More



BUY 3 X 50L KEGS AND GET 5 X GUINNESS T-SHIRTS

OFFER AVAILABLE FROM 1ST JUNE TO 31ST AUGUST 2023. MAXIMUM 300 REDEMPTIONS AVAILABLE, WHILE STOCKS LAST.

PLEASE DRINK RESPONSIBLY | for the facts [drinkaware.co.uk](https://www.drinkaware.co.uk)

INSTALL OFFER

INSTALL CORONA AND RECEIVE A SUMMER ACTIVATION KIT!



THE KIT*



***SUBJECT TO STOCK LEVELS**

bedrinkaware.co.uk. Over 18s only. Offer only open to Independent Free Trade customers who purchase via LWC Drinks. Outlets must install Corona Extra and purchase one keg at full price from their wholesaler before 31/08/23 in order to be eligible for the promotion. The new install cannot replace any other BBG brand. BBG reserve the right to remove the promotion at any point. Kit Contains 4 Parasols, 4 Bases, 5 Ice Buckets, 1 Bottle Opener & 1 case of 24 Branded Glassware. Limited to 1 kit per customer. 100 Kits Available on a first come first served basis. Promotor: AB InBev UK Ltd., 90 Fetter Lane, London, EC4A 1EN.

REVOLUTIONISE YOUR DRAUGHT DISPENSE

**SMARTDISPENSE'S INNOVATIVE COOLING TECHNOLOGY
ALLOWS YOU TO SERVE COLD, CONSISTENTLY GREAT
QUALITY BEER AND CIDER WHILST REDUCING YOUR WASTE
BY EXTENDING THE PERIOD BETWEEN LINE CLEANS.**

**FROM 1-TAP TO MULTI-TAP SYSTEMS, SMARTDISPENSE HAS
THE SOLUTION FOR YOUR BAR'S NEEDS.**



**CONSISTENT
QUALITY**



**SAVE
TIME**



**LESS
WASTE**



**TOTAL
SUPPORT**

**"OVER A PERIOD OF 18 MONTHS,
SMARTDISPENSE HAS SAVED US
£2,000 WORTH OF TIME AND
WASTAGE, ALL WHILE POURING
CONSISTENT PINTS THAT KEEP
OUR CUSTOMERS COMING BACK
FOR MORE."**

99 HANOVER STREET, EDINBURGH

**"THE REDUCTION IN WASTAGE
HAS SEEN US MAKE HUGE
SAVINGS - AT LEAST £3K THIS
YEAR - WHILE THE TIME SAVED
ON LINE-CLEANING HAS RESULTED
IN EFFICIENCIES THROUGHOUT
THE BUSINESS."**

THE GUN, LONDON

POUR CONSISTENTLY GREAT QUALITY, GREENER PINTS THAT SAVE WATER AND
REDUCE CO2. CONTACT YOUR LWC ACCOUNT MANAGER FOR MORE DETAILS
OR VISIT: **[SMARTDISPENSE.HEINEKEN.CO.UK](https://smartdispense.heineken.co.uk)**



PROUD TO SERVE GREAT QUALITY BEER AND CIDER

be **drinkaware**.co.uk

NEW

PERONI[®]

NASTRO AZZURRO

STILE

CAPRI

BUY 5 CASES
OF PERONI STILE CAPRI
OR PERONI NASTRO AZZURRO
TO RECEIVE 2X ICE BUCKETS
AND 2X BAR RUNNERS*

**CONTACT YOUR
ACCOUNT MANAGER
FOR MORE INFORMATION**



*Terms and conditions apply. Visit www.asahibeer.co.uk/promotional-terms-and-conditions.
*Whilst stocks last

be **drinkaware**.co.uk

DISCOVER SUPER DRY REFRESHMENT

^{SUPER}
"DRY"
Asahi
0.0%

BUY A CASE FOR JUST £17.99



スーパードライ BEYOND EXPECTED

*Terms and conditions apply.
visit www.asahibeer.co.uk/promotional/terms-and-conditions

be drinkaware.co.uk

BLIMEY!



No alcohol. All lime taste.

**Bud
LIME**

*Now
available*

PLEASE CONTACT YOUR ACCOUNT MANAGER FOR MORE INFORMATION

🐦 📱 📷 @BUDLIMEUK

All deals run 01-06-23 to 31-08-23 unless otherwise stated. Deals cannot be taken in conjunction with any other offers.
Not all products are stocked in all depots. There can be up to a 2-week lead time.



FREE KEG

ON NEW INSTALLATIONS

Available on Appleshed Cider and Appleshed Dark Fruits Cider



All deals run 01-06-23 to 31-08-23 unless otherwise stated. Deals cannot be taken in conjunction with any other offers.
Not all products are stocked in all depots. There can be up to a 2-week lead time.



The packaged range includes: Modern Craft Cider, Raspberry Craft Cider and Low Alcohol Cider. Offer valid from 1st June to 31st July 2023.

GET A FREE

CASE OF SOUTH WEST ORCHARDS
WHEN YOU BUY 2 FROM THE RANGE

WESTONS CIDER EST. 1880

Boost your cider sales with Westons



Discover Westons Bag-in-Box cider range

OLD ROSIE
6.8% ABV 20L

ROSIE'S PIG CLOUDY APPLE
4.2% ABV 20L

ROSIE'S PIG RASPBERRY
4% ABV 10L

ROSIE'S PIG RHUBARB
4% ABV 10L

ROSIE'S PIG TROPICAL **NEW**
WITH PINEAPPLE & COCONUT
4% ABV 10L

HENRY WESTONS
FAMILY VINTAGE
5% ABV 10L

HENRY WESTONS
CLOUDY VINTAGE
7.3% ABV 10L

HENRY WESTONS
VINTAGE
8.2% ABV 10L

**BUY ANY 4
BAG-IN-BOX AND
GET A free
BOTTLE OF OLD J
SPICED RUM**

FOR GLASSWARE AND POS
EMAIL POS@WESTONS-CIDER.CO.UK

[Twitter](#) [Facebook](#) [Instagram](#) be.drinkaware.co.uk



*How to serve a
bag-in-box cider*

- 1 HANDPULL**
Fitting is easy with a converter kit available from Westons
- 2 BACK BAR**
Traditionally served at an ambient room temperature
- 3 CHILLER**
For those who prefer their ciders chilled



BUY ANY 6 CASES AND RECEIVE 1 CASE FREE



TRY THE REFRESHING TASTE OF REKORDERLIG

While stocks last. Rekorderlig 500ml bottles.
Promotion valid from 1st June – 31st August 2023.

be **drinkaware**.co.uk

REKORDERLIG
CIDER

- REFRESHINGLY SWEDISH -

OLD MOUT CIDER
PRONOUNCED
INCORRECTLY
SINCE 1947
/Ohld-moot-sy-der/



MAKING FRUIT MORE
USEFUL SINCE 1947

BUY 5 CASES
GET 1 STRAWBERRY
& APPLE FREE*



THE KIWI TASTE FOR ADVENTURE

BREWED IN THE UK *T&C's Apply, Old Mout 12x500ml NRB.
Excludes alcohol free varieties. Offer period 1st June-31st August 2023

ENJOY  RESPONSIBLY

ESTABLISHED IN NZ. MADE IN EU.

be [drinkaware.co.uk](https://www.drinkaware.co.uk)

All deals run 01-06-23 to 31-08-23 unless otherwise stated. Deals cannot be taken in conjunction with any other offers.
Not all products are stocked in all depots. There can be up to a 2-week lead time.

BUY 5 GET 1 FREE*



@BROTHERSCIDER
 be.drinkaware.co.uk

* Free case of Brothers Cider 12x500ml with any 5 cases of Brothers bought in one purchase. Cherry Bakewell, Rhubarb & Custard, Strawberry & Lime, Toffee Apple & Wild Fruit. Limited availability

CIDER | **THAT THINKS
OUTSIDE
THE BOTTLE**

BUY 4 CASES OF THATCHERS GOLD, HAZE OR KATY AND RECEIVE 2 CASES OF THATCHERS BLOOD ORANGE FREE.*



DISCOVER MORE ABOUT THE FAMILY BEHIND THE PINT.

We're family cidemakers with our home at Myrtle Farm in Somerset. From the individual variety of apples we use, to the knowledge that we've gained over four generations to make ciders that are bursting with flavour, we take great care to stay true to our roots. Only the best will do, so you know that with each glass of Thatchers the quality is the same, every time. Scan the QR code to discover more about how we craft our ciders.



EST. 1904
THATCHERS
— THE FAMILY CIDER MAKERS —

*Buy 4 x 12 x 500ml cases of Thatchers Gold, Haze or Katy and receive 2 x 6 x 500ml cases of Thatchers Blood Orange free of charge. July & August only.

WESTONS CIDER EST. 1880

*Boost your Cider sales with our range
of draught ciders*



Discover Westons draught cider range

HENRY WESTONS
VINTAGE
5.2% ABV 50L KEG

STOWFORD PRESS
APPLE CIDER
4.5% ABV 50L KEG

STOWFORD PRESS
CLOUDY CIDER
4% ABV 50L KEG

STOWFORD PRESS
DARK BERRY
4% ABV 50L KEG

INSTALL EITHER HENRY WESTONS VINTAGE,
STOWFORD PRESS CIDER, STOWFORD PRESS
CLOUDY CIDER OR STOWFORD PRESS DARK
BERRY AND RECEIVE A

FREE KEG

plus **PREMIUM POS**

BRANDED GLASSES, BAR RUNNERS AND DRIP MATS*

* TERMS AND CONDITIONS APPLY

   [Westons-cider.co.uk](https://www.westons-cider.co.uk)

[be **drinkaware**.co.uk](https://www.bedrinkaware.co.uk)

*Draught ciders
from the Westons
family*

FOR 140 YEARS
WE'VE BEEN
CRAFTING CIDERS
THAT EVERYONE
WILL LOVE.
ALWAYS HAVE.
ALWAYS WILL.

FOR GLASSWARE
AND POS EMAIL
POS@WESTONS-CIDER.CO.UK



AMIGOS
CON SABOR A TEQUILA

A GOLDEN, EASY DRINKING BEER WITH A PUNCH OF TEQUILA FLAVOUR AND A ZING OF SOUTH AMERICAN LIME!

TEQUILA FLAVOURED BEER

£23.99

PER 24X330ML CASE
PROMOTIONAL PRICE

24 X 330ML AMIGOS. OFFER VALID 1ST JUNE - 31ST AUGUST. WHILE STOCKS LAST.

HAVE YOU TRIED LUCKY BUDDHA?

Lucky Buddha is a fusion of the finest-quality malt, hops, rice flakes and pristine water. The bespoke Lucky Buddha Beer bottle is a true original. It's all about the Lucky Buddha experience, from the tactile carved glass, to the mood-lifting, gleeful Buddha grin, to the discovery of four good-luck symbols (for good fortune, happiness, longevity and prosperity) on the bottom of the bottle.



WORLD ENVIRONMENT DAY FOCUS ON: PLANET-FIRST PRODUCTS

With World Environment Day taking place on 5 June, we shine a spotlight on a handful of LWC-listed British brands that are putting planet before profit.

What is World Environment Day?

Celebrated every year on 5 June, World Environment Day brings together millions of people from across the globe, engaging them in the effort to protect and restore the Earth, and putting a spotlight on the pressing environmental challenges of our times. Led by the United Nations Environment Programme since its inception, this year marks the event's 50th anniversary and has a very clear theme:

#BeatPlasticPollution

Why is plastic pollution such a problem?

Affordable, durable and flexible, plastic pervades modern life, appearing in everything from packaging to clothes to beauty products, but it is thrown away on a massive scale: every year, more than 280 million tonnes of short-lived plastic products become waste.

Overall, 46 per cent of plastic waste is landfilled, while 22 per cent is mismanaged and becomes litter. Unlike other materials, plastic does not biodegrade. It can take hundreds of years to break down, so when it is discarded, it builds up in the environment until it reaches a crisis point. This pollution chokes marine wildlife, damages soil and poisons groundwater, and can cause serious health impacts.

How can the hospitality industry help?

Unfortunately, the hospitality industry is a significant contributor to the world's plastic problem; from the historic, excessive use of plastic straws to the plastic pint cups still used in beer gardens today. As an industry, we've still got some way to go when it comes to clearing the black mark against our name and bolstering our environmental reputation and future credentials.

There is one small, simple change, however, that can make a significant difference to our industry's environmental impact, and that is through the products we stock and sell to the end consumer.

LWC Drinks stocks a competitive range of sustainable, British brands across all of our depots, giving our customers access to a variety of environmentally conscious brands that put the planet first and help reduce our industry's impact.

Here's a snapshot of just a few of our favourites...

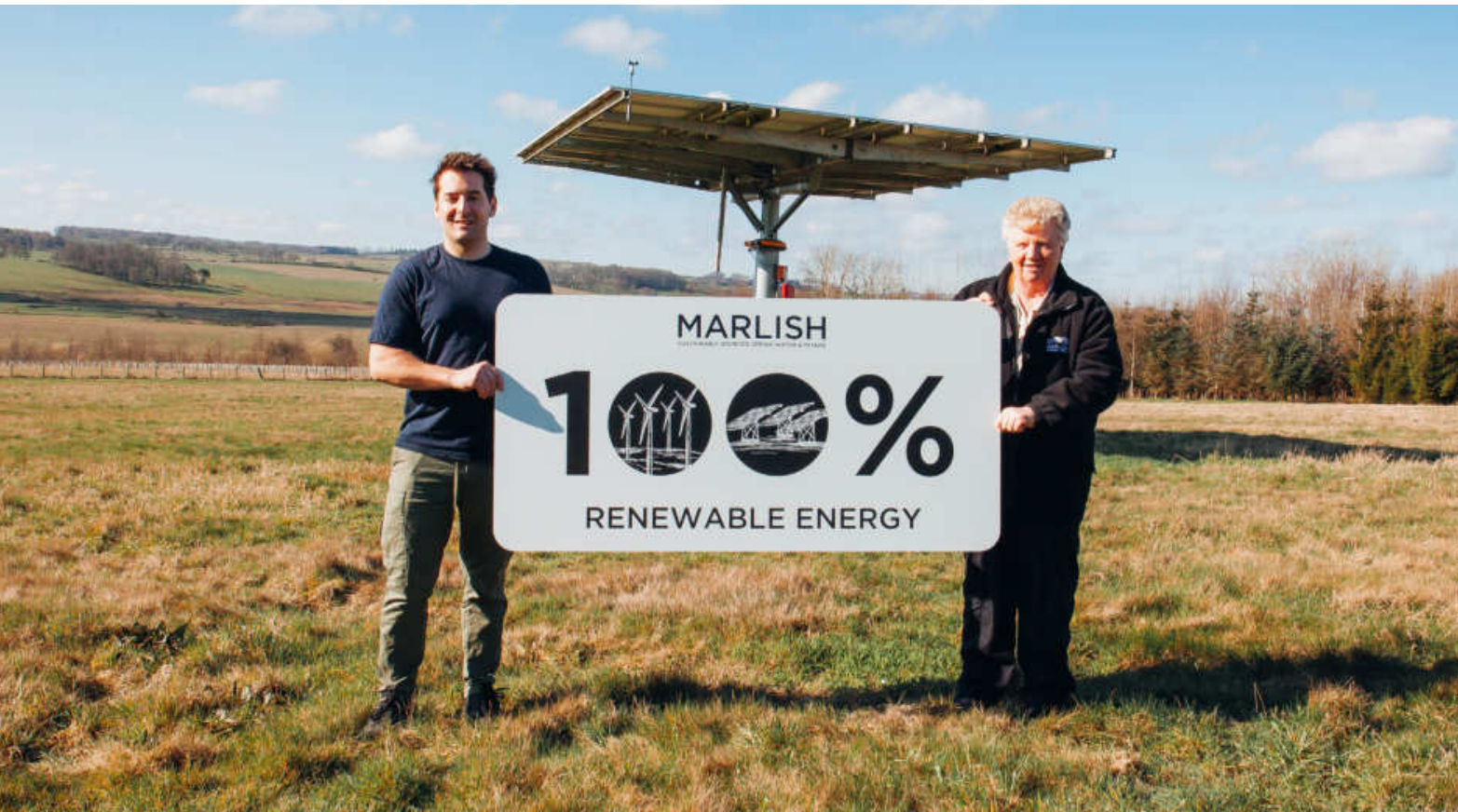
Marlish Waters

Marlish Waters is a Northumberland-based sustainable-spring-water brand, born when, in 2013, two cousins, Joe and Elizabeth, discovered an incredibly pure and unique underground spring-water source on their working farm in Morpeth, Northumberland.

Today, Marlish offers a range of sugar-free, plastic-free, low-calorie tonics, mixers and sparkling spring waters, all sustainably packaged and produced at source on Marlish Farm.

In April, the brand announced the incredible news that all of its on-site production had switched to 100% renewable energy – a significant milestone for the business. This, along with its ever-growing tree-planting programme, puts Marlish up there as one of our favourite sustainable soft-drinks brands!





A few of Marlish's other environmental credentials that we love:

- Their farm is an environmental stewardship and woodland grant scheme
- Over 8000 trees planted on the farm to date
- Habitat conservation through rewilding and wildlife corridors
- Partnering with just one logistics company in the UK to limit courier-vehicle visits to the farm

Check out a great deal on the NEW Marlish Tonic & Mixer 150ml Cans on page 117. Keep your eyes peeled for NEW Marlish Sparkling Pink Grapefruit Can – launching this August.



Warner's

Founded in 2012 by Tina and Tom Warner, Warner's Distillery are on a mission to become the most 'nature-positive' drinks business in the world. With their 100% natural range of spirits all distilled on the family farm in Harrington, Northamptonshire, this B-Corp business lives and breathes its 'do-the-right-thing' strategy and is committed to 'doing right by the planet.' This includes:

- Using Falls Farm to create new habitats for wildlife
- Wetland and wildflower creation
- Use of approved waste-management providers to assist them in achieving Zero to Landfill
- Setting clear carbon-emissions reduction targets to achieve net zero by 2050

Chase Distillery

Chase Distillery is a Herefordshire-based producer of vodkas and gins. Another family-owned, farm-based brand, just like Marlish, Chase Distillery also champions a 'field-to-bottle' production method.

The brand believes in a truly sustainable approach to farming and creating spirits, which is why it lets nothing go to waste. It creates its own energy from an on-site bio-boiler, 'Huxley', which is powered using the prunings from its apple orchards. All the farm's potato waste goes to fertilise its fields or feed the herd of pedigree Hereford cattle. Wherever possible, the fresh ingredients used in its products are sourced from the family farm or from local and trusted Herefordshire suppliers.



FREE STOCK BUNDLE ON INSTALLATION

RETAIL VALUE
OF OVER
£500!

FREE STOCK BUNDLE INCLUDES;

24 X 330ML GLASS COCA-COLA CLASSIC
24 X 330ML GLASS COCA-COLA ZERO SUGAR
24 X 330ML GLASS DIET COKE
24 X 200ML SCHWEPPE'S TONIC
24 X 200ML SCHWEPPE'S SLIMLINE TONIC
24 X 275ML APPLLETISER
1 X 7L COCA-COLA ZERO SUGAR BAG IN BOX
COCA-COLA 16OZ GLASSWARE



PLEASE CONTACT
POSTMIXENQUIRIES@CCEP.COM

Coca-Cola®

Real Magic™

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Available
June
only

Buy any 4 Pink Soda, Elderflower Tonic, Watermelon or Peach Coconut Sodas and get a Schweppes Slimline Tonic Free

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New

New



Buy 5 cases, get 2 x Schweppes Parasols free

Offer available on cases of 200ml x 24
Schweppes Watermelon, Peach Coconut,
Pink Soda, Soda Water, Elderflower Tonic,
Slimline Tonic and Tonic Water.
Purchase must include Watermelon
and Peach Coconut.

Available
June, July
& August

New

New



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BUY TWO CASES OF MONSTER GET ONE CASE FREE

Available
June Only



Capped to 3 deals per outlet.

AVAILABLE
JULY &
AUGUST

BUY THREE GET ONE FREE

**CAPRI-SUN 8 X 200ML (4 X 8 PACK)
FLAVOURS ORANGE, NAS ORANGE,
NAS BLACKCURRANT & APPLE**



CAPRI-SUN® is a trade mark of the Capri-Sun group.

BUY ANY 4 CASES & GET 1 CASE OF ORANGE FREE OF CHARGE*

Choose from our range of 13 delicious flavours:

Orange, Cloudy Apple, Mango, Pineapple,
Peach, Strawberry, Pear, Tomato, Cranberry,
Apricot, Blood Orange & Lime, Bilberry
and Pink Grapefruit

Wonderfruit life

*June & July only deal



www.pagofruitjuice.co.uk

Crafted
Since 1888

100%
Natural Fruits

Vegan/Gluten
Friendly

100%
Recyclable



FRANKLIN & SONS LTD **TONICS & MIXERS**

'Spritz should be the focus for venues looking to capitalise on the Summer Season'

**ELEVATE YOUR SERVE
WITH FRANKLIN & SONS**

24 x 200ml across Franklin & Sons Tonic's and Mixer Range. *CGA SPRITZ REPORT 2022

www.franklinandsons.co.uk @Franklinandsons



FRANKLIN & SONS LTD **PREMIUM
SOFT DRINKS**

The premium soft drinks market is growing **+46%** indicating increased consumer demand

AVAILABLE TO ORDER

12 x 275ml Across Franklin & Sons Softs Range. *CGA MAP POI 2023.

www.franklinandsons.co.uk @Franklinandsons



BUY 4 CASES FROM THE BRITVIC RANGE TO RECEIVE A CASE OF J20 FREE*

INCLUDES
**BRITVIC
55**



SCAN THE QR
FOR ACCESS TO FREE
POS KITS, MENU DESIGN
AND PRINT & MUCH MORE



OR VISIT US AT
SENSATIONALDRINKS.COM

Terms and conditions apply. Deal runs from June 1st to August 31st 2023. Three deals per customer per week. Qualifying range includes Britvic 55 275ml NRB, Britvic 100 250ml NRB, Fruit Shoot 200ml/275ml, Pepsi Reg/Diet/Max and 7UP Free 330ml NRB and Britvic Juices 200ml NRB. Free case is J20 Orange & Passion fruit 275ml NRB x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



BUY
4 CASES
from the **J20** range
TO RECEIVE A CASE
FREE*



**SCAN THE QR FOR ACCESS TO
FREE POS KITS, MENU DESIGN
AND PRINT & MUCH MORE**

OR VISIT US AT
SENSATIONALDRINKS.COM



*Terms and conditions apply. Deal runs from June 1st to August 31st 2023. Three deals per customer per week. Qualifying range includes J20 Blends and J20 Spritz 275ml NRB x24. Free case is J20 Orange & Passion fruit 275ml NRB x24. While stocks last. Glassware imagery is for visual purposes only. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



MIX IT UP THIS SUMMER



**BUY
4 CASES**

FROM THE MIXERS
& PEPSI RANGE TO
RECEIVE A CASE OF
TONIC OR LOW CAL

FREE*

SCAN THE QR

FOR ACCESS TO
FREE POS KITS, MENU
DESIGN AND PRINT
& MUCH MORE

OR VISIT US AT
[SENSATIONALDRINKS.COM](https://www.sensationaldrinks.com)



Deal runs from June 1st to August 31st. Qualifying range includes Britvic Mixers 200ml NRB and Pepsi Reg/Diet/Max 200ml NRB. Free case is Britvic tonic or low cal tonic 200ml NRB x24. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ



Belvoir Farm

Free bottle of Elderflower Cordial

When you buy any 2 cases of Belvoir Farm Sparkling

250ml Sparkling: Organic Lemonade and Elderflower & Rose



Elderflower Spritz

Prosecco, Belvoir Farm Elderflower Cordial, Springs of Mint.



Elderflower Collins

Dry Gin, Belvoir Farm Elderflower Cordial, Lemon Juice, Soda Water, Lemon Slice to garnish.



Made with pressed fruit, no jiggery pokery

MADE WITH PRESSED FRUIT, NEVER FROM CONCENTRATE,
NO ADDED SUGAR, NO SWEETENERS, NO SHORTCUTS
AND ALL 100% RECYCLABLE

BUY 3 GET 1 FREE
JUNE, JULY AND AUGUST

BUY 3 CASES, GET 1 FREE



1% FROM EVERY KARMA DRINK SOLD GOES BACK TO OUR COLA NUT GROWERS IN SIERRA LEONE, WHERE WE DO GOOD WITH EVERY DROP. CALL IT KARMA.



be.drinkaware.co.uk

NEW!

VK & SODA

EVERY DAY LOW PRICE*

*24x275ml NRB: VK & Soda Berries and VK & Soda Lime. While stocks last.

FEWER CALORIES*
LIGHTER LIQUID
ZERO SUGAR

*than primary VK range.

EVERY DAY LOW PRICE*

*24x275ml NRB: VK Blue, Ice, Apple & Mango, Black Cherry, Watermelon, Orange & Passion Fruit, Tropical Fruits, Strawberry & Lime, Raspberry & Peach. While stocks last.


THE HOTTEST POP TO STOCK

THE UK'S #1 GINGER BEER BRAND*

ONLY £9.50 A CASE

(24x330ml)

*SOURCE IRI, TOTAL SOFT DRINKS EXCL DISCOUNTERS 15TH MAY 2022

FOLLOW US    [OLDJAMAICAGINGERBEER.COM](https://www.OLDJAMAICAGINGERBEER.COM)

MADE WITH
REAL
GRAPEFRUIT JUICE

IT'S A SUMMER-TING

JUST £9.50 A CASE

(24x330ml)

Follow us   @tinguk



June/July

Buy 2 Cases of Orangina Bulby and receive a Free Clothing Kit

£8.49



12 x 250ml

Deal Available 1st June to 31st July
First 100 Orders. Kit Includes 2 x Hats, 4 x T Shirts, 10 x Lanyards, 2 x
Sunglasses. By purchasing this promotion you agree to share your details with
Suntory Beverage & Food GB&I for direct delivery of the clothing kit. You can
withdraw your consent at any time that may result in failure to deliver the kit.

ORANGINA is a registered trade mark of Schweppes International Limited.

ORANGINA
et sa pulpe!

August

Buy 2 Cases of Orangina Bulby and receive 2 Orangina Garden Parasols

£8.49



12 x 250ml

Deal Available 1st Aug to 31st Aug 2023
First 100 Orders. By purchasing this promotion you agree to share your details
with Suntory Beverage & Food GB&I for direct delivery of the 2x Parasols. You
can withdraw your consent at any time that may result in failure to deliver the kit.

ORANGINA is a registered trade mark of Schweppes International Limited.

ORANGINA
et sa pulpe!

Stock Up Now for Summer!!

£7.99



24 X 250ML

Offer valid 1st June to 31st August

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IT'S ON | Lucozade

NEW

**Buy Any 5 Cases of
Lucozade Sport and Get a Free Case of
New Lucozade Sport Zero Orange & Peach
& GET A FREE ROS KIT!**

**LUCOZADE SPORT
ZERO SUGAR**

**FROM THE UK'S NO.1
SPORTS DRINK BRAND***

12 x 500ml

ROS Kit available for the first 100 orders
offer valid 1st June to 31st August 2023

*ROS Kit includes A4 Poster x 5, Bunting x 2, Table Talker x 5, Bar Runner x 2. By purchasing this promotion you consent to sharing your details with Suntory Beverage & Food GB&I for delivery of the ROS kit. You can withdraw consent at any time, which may result in delivery failure. ROS kit sent direct to outlet whilst stocks last.



IT'S ON | Lucozade

VITAMIN B3 HELPS REDUCE TIREDNESS

*(Nielsen Scantrack, Latest 52 weeks, 30.09.22). †Recommended retail price.

LUCOZADE, LUCOZADE SPORT and the Arc Device are registered trade marks of Lucozade Ribena Suntory Ltd.
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**BUY 4 FEVER-TREE
PRODUCTS &
RECEIVE 6 GLASSES
FOR FREE***

**MUST INCLUDE
RHUBARB & RASPBERRY
TONIC WATER**

FEVER-TREE
MIX WITH THE BEST



*Maximum 2 deals per customer per month whilst stocks last. To qualify for glassware 4 cases must be bought and at least one MUST be Rhubarb and Raspberry Tonic 24 x 200ml. In order to take advantage of this promotion, you consent to sharing your contact details with Fever-Tree for delivery of the branded glassware. You can withdraw this consent at any time, but if you do so you may not be able to benefit from this promotion.

NEW

Perfect COCKTAILS EVERY TIME

SPECIAL LAUNCH OFFER £25.99

FOR 6x750ML CASE



Access to training
videos on every bottle



For the perfect **COCKTAILS** EVERY TIME, just add
50ML SPIRIT, 75ML MIXER, SHAKE & SERVE

**FEVER-TREE ESPRESSO
MARTINI MIXER**

**FEVER-TREE
MARGARITA MIXER**

**FEVER-TREE
MOJITO MIXER**

**FEVER-TREE PASSION
FRUIT MARTINI MIXER**



*Estimated cost of mixer per serve
**While promotional stock lasts




Love Island & WKD

THE TASTE OF SUMMER!

be drinkaware.co.uk

18+



EVERY DAY
LOW PRICE

£24.99

PER CASE**

No.1 RTD
IN THE
ON-TRADE*

*CGA Data Value & Volume MAT 31.12.22. **Available while stocks last.
WKD 24 x 275ml Iron Brew, Blue, Orange & Passionfruit, Berry Blast and Pink.

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275ML
PRESSÉ

£9.49

PER CASE

ADD A DASH OF

Extraordinary

500ML
CORDIAL

£2.38

PER BOTTLE



Fill other glasses with envy

CORDIAL 6 x 500ML: handpicked elderflower, ginger & lemongrass, pomegranate & elderflower

SPARKLING PRESSÉ 12 x 275ML: handpicked elderflower, pomegranate & elderflower, crisp apple, raspberry lemonade, ginger beer



WHITE CLAW[®]

ALCOHOLIC SPARKLING WATER
WITH A HINT OF NATURAL FLAVOURS

THE NO.1 HARD SELTZER IN THE UK*

SELLING PRICE
£16.49 PER 12x33cL CASE
FOR JUNE, JULY & AUGUST

AVAILABLE FLAVOURS
MANGO, RASPBERRY, NATURAL LIME & RASPBERRY

*SOURCE: CIRCANA ALL OUTLETS, TOTAL FLAVOURED ALCOHOLIC BEVERAGES, LATEST 52 WEEKS W/E MARCH 19TH 2023, VALUE.
ENJOY WHITE CLAW HARD SELTZER[®] RESPONSIBLY.

LAUNCHING JULY 2023

Our new range of 150ml cans includes:
Soda Water, English Tonic Water,
Ginger Ale and Premium Lemonade.



INTRODUCTORY OFFER

BUY ANY 3 CASES GET 1 CASE FREE

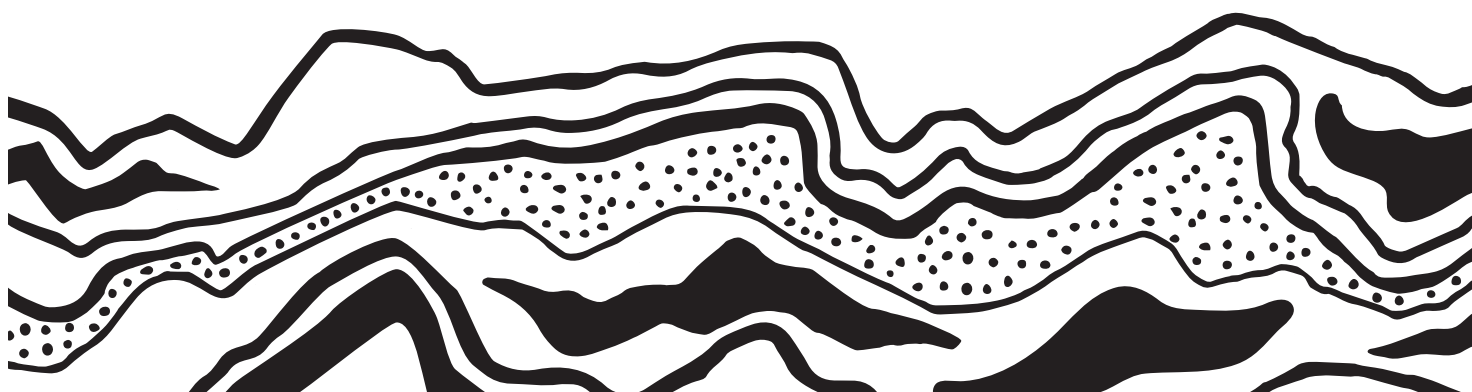
Offer is valid from 1st July to 31st August only.

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PRODUCED

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100%
RENEWABLE
ENERGY





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Stoke on Trent
ST4 4LN

Tel: 01782 794 020
Email: central@lwc-drinks.co.uk

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Calne
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Tel: 01249 474 230
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Eastbourne
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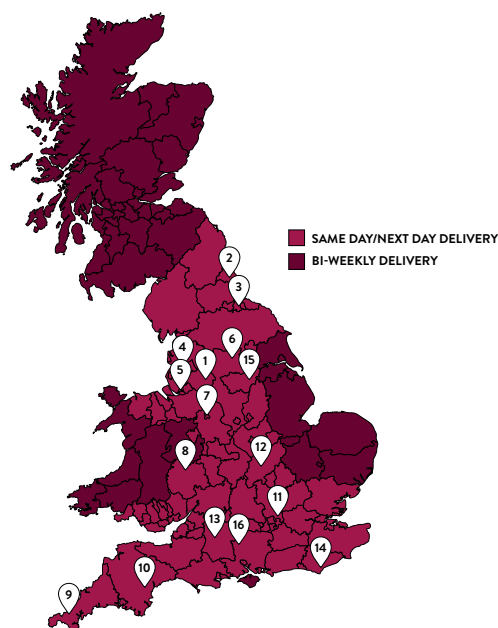
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